

IN THE CLAIMS:

Without prejudice or surrender of any subject matter, please amend the claims as follows:

1. **(Currently Amended)** A method of analyzing online advertising information, the method comprising:
 - receiving consumer data from a plurality of client computers;
 - creating a database based on the consumer data, wherein the database comprises a plurality of hierarchy tables configured to store at least some of the consumer data, each hierarchy table comprising at least one fact associated with at least one dimension;
 - receiving user selected values from a front end, the front end having an interface displaying a selection area with user selectable values that change depending on an initially selected value; and
 - extracting data from the plurality of hierarchy tables within the database based on the user selected values.
2. **(Cancelled)**
3. **(Currently Amended)** The method of claim 1 wherein the consumer data comprises a number of impressions of an advertisement.
4. **(Currently Amended)** The method of claim 1 wherein the consumer data comprises a number of clicks on an advertisement.
5. **(Original)** The method of claim 1 wherein the database comprises an online analytical processing (OLAP) database.

6. **(Currently Amended)** A computer-readable storage medium comprising code, the code executable by a processor to perform a method, the method comprising:

executing a front end for a database, the database comprising a plurality of hierarchy tables, wherein the plurality of hierarchy tables are arranged in a hierarchy topology with a lowest level hierarchy table of the plurality of hierarchy tables comprising facts associated with a highest number of dimensions and a highest level hierarchy table of the plurality of hierarchy tables comprising facts associated with a single dimension;

displaying an interface of the front end the interface comprising:

a first selection area for selecting a first value from a first set of values; and

a second area for selecting a second value from a second set of values, the second set of values being automatically ~~provided~~ displayed by the front end in the second selection area based on the first value, wherein the first and second values refer to values a first dimension stored in associated with at least one hierarchy table of the plurality of hierarchy tables within the [[a]] database.

7. **(Original)** The front end of claim 6 wherein the database comprises an online analytical processing (OLAP) database.

8. **(Currently Amended)** The front end of claim 6 wherein the first set of values are obtained from [[a]] the at least one hierarchy table of an online analytical processing (OLAP) database.

9. **(Currently Amended)** The front end of claim 6 wherein the first set of values and the second set of values comprise at least one dimension[[s]] of an online analytical processing (OLAP) database.

10. **(Original)** The front end of claim 6 wherein the database comprises consumer data collected by a client program in a client computer.

11. **(Original)** The front end of claim 10 wherein the consumer data comprise a number of impressions of an advertisement.

12. **(Original)** The front end of claim 10 wherein the consumer data comprises a number of mouse clicks on an advertisement.

13. **(Currently Amended)** A method of generating a report, the method comprising:
receiving a plurality of selected dimensions of a database from a front end, the front end having an interface displaying selection areas that are driven by a plurality of hierarchy tables of the database, wherein the plurality of hierarchy tables are arranged in a hierarchy topology with a lowest level hierarchy table of the plurality of hierarchy tables comprising facts associated with a highest number of dimensions and a highest level hierarchy table of the plurality of hierarchy tables comprising facts associated with a single dimension;

determining a first hierarchy table among ~~[[a]]~~ the plurality of hierarchy tables of the database, the first hierarchy table ~~including~~ comprising facts associated with all of the selected dimensions;

extracting data from the first hierarchy table to generate extracted data;

filtering the extracted data using filter parameters received from the front end to generate filtered data; and

providing the filtered data to a client computer running the front end.

14. **(Original)** The method of claim 13 wherein filtering the extracted data includes performing conditional operations on the extracted data.

15. **(Currently Amended)** The method of claim 13 wherein the first hierarchy table includes data obtained from client programs monitoring a consumer online activity.

16. **(Original)** The method of claim 15 wherein the consumer online activity includes clicking on an advertisement.

17. **(Original)** The method of claim 13 wherein each of the plurality of hierarchy tables contains at least one dimension related to online advertising.

18. **(Currently Amended)** The method of claim 13 wherein the first hierarchy table includes a fact relating to a number of impressions of an advertisement.

19. **(Currently Amended)** The method of claim 13 wherein the first hierarchy table includes a fact relating to a number of clicks on an advertisement.

20. **(Currently Amended)** The method of claim 13 further comprising~~[[:]]~~ displaying at least some of using the filtered data to ~~generate a report in~~ on the client computer.